



CITY OF LA HABRA ECONOMIC DEVELOPMENT

"Growing from Within, Bringing in New Blood,
and Relentlessly Competing"

La Habra Ad Hoc Fiscal Review Committee
October 3, 2019

Community Development Department

Philosophy



Matchmaking



Advocacy



Vibrancy



Matchmaking



Philosophy



Vibrancy



General Plan ED Goals

- ☐ Business Environment
- ☐ Workforce Engagement
- ☐ Real Estate Investment
- ☐ Lifestyle Enrichment
- ☐ Fiscal Sustainability



2035 General Plan

- ❑ Introduced concept of mixed-use
- ❑ Emphasis on public space and improving infrastructure
- ❑ Modified under-utilized commercial property zoning to allow residential



2035 General Plan – Mixed Use



2035 General Plan – Infrastructure



Luna Development

- ❑ City Ventures – 201 East La Habra Boulevard
- ❑ 62 Townhomes and 9 Single-Family Detached Units
- ❑ Under construction - Completion by Spring 2020

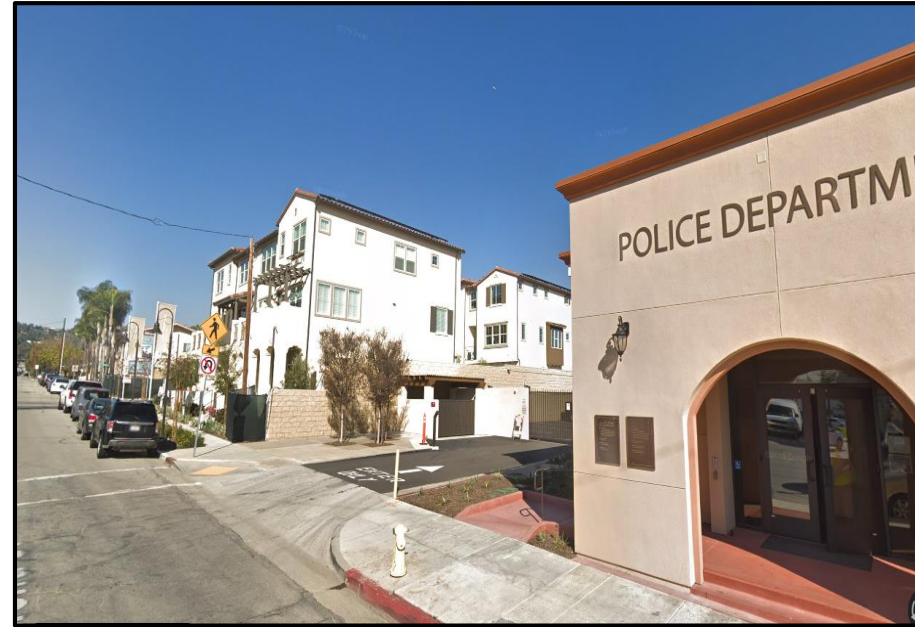


Luna Development

BEFORE



AFTER



Portola Walk Development

- ❑ Olson Company – 1801 West La Habra Boulevard
- ❑ 50 Townhomes (5 units restricted to moderate income families)
- ❑ Under construction - Completion by Spring 2020



Portola Walk Development

BEFORE



AFTER



Skylark Development

- ❑ Shea Homes – 1220-1240 West La Habra Boulevard
- ❑ 32 Townhomes
- ❑ Under construction - Completion by Spring 2020



Skylark Development

BEFORE

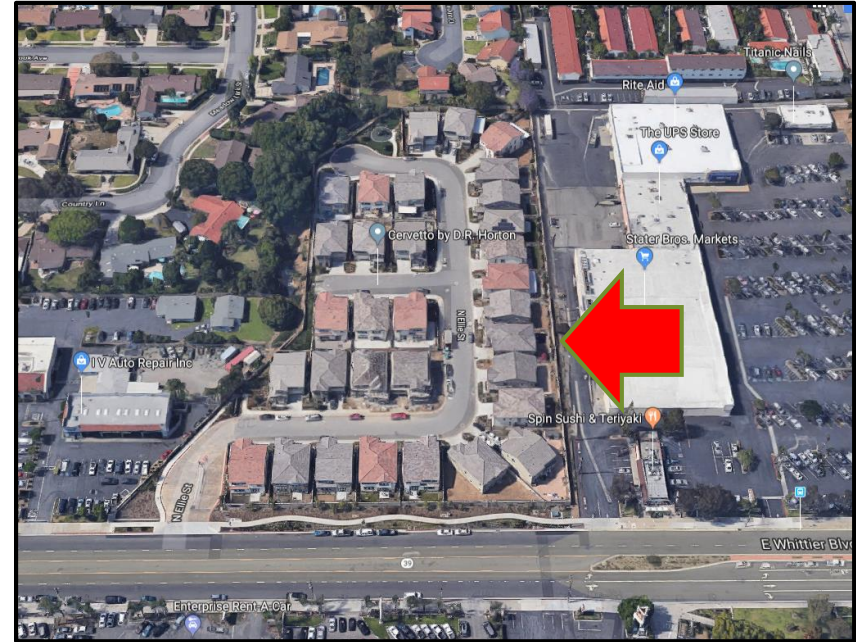


AFTER



Cervetto Residential Development

- ❑ PC Approval on 7-14-14
- ❑ CC Approval on 8-18-14
- ❑ 32 detached single family homes
- ❑ C of O's issued between 2016 & 2017



1001 East Whittier Boulevard



Cervetto Residential Development

BEFORE



AFTER

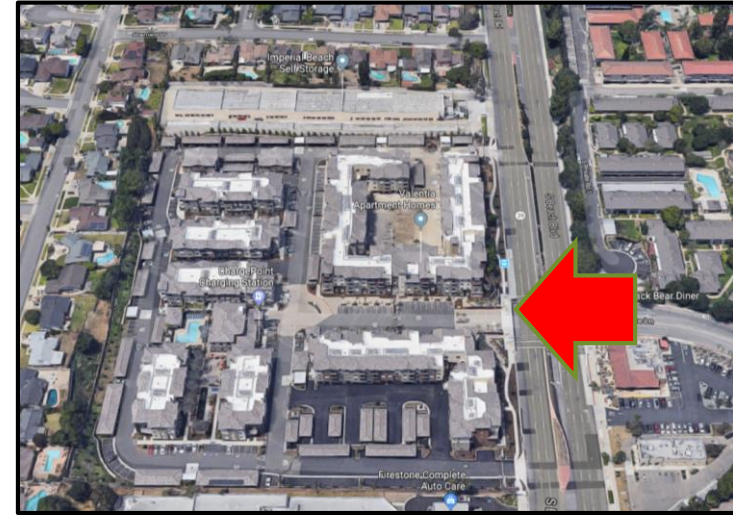


1001 East Whittier Boulevard



Valentia Residential Development

- ❑ PC Approval on 5-26-15
- ❑ CC Approval on 6-15-15
- ❑ 335 unit luxury apartments
- ❑ C of O's issued in 2017



951-1055 South Beach Boulevard



Valentia Residential Development

BEFORE



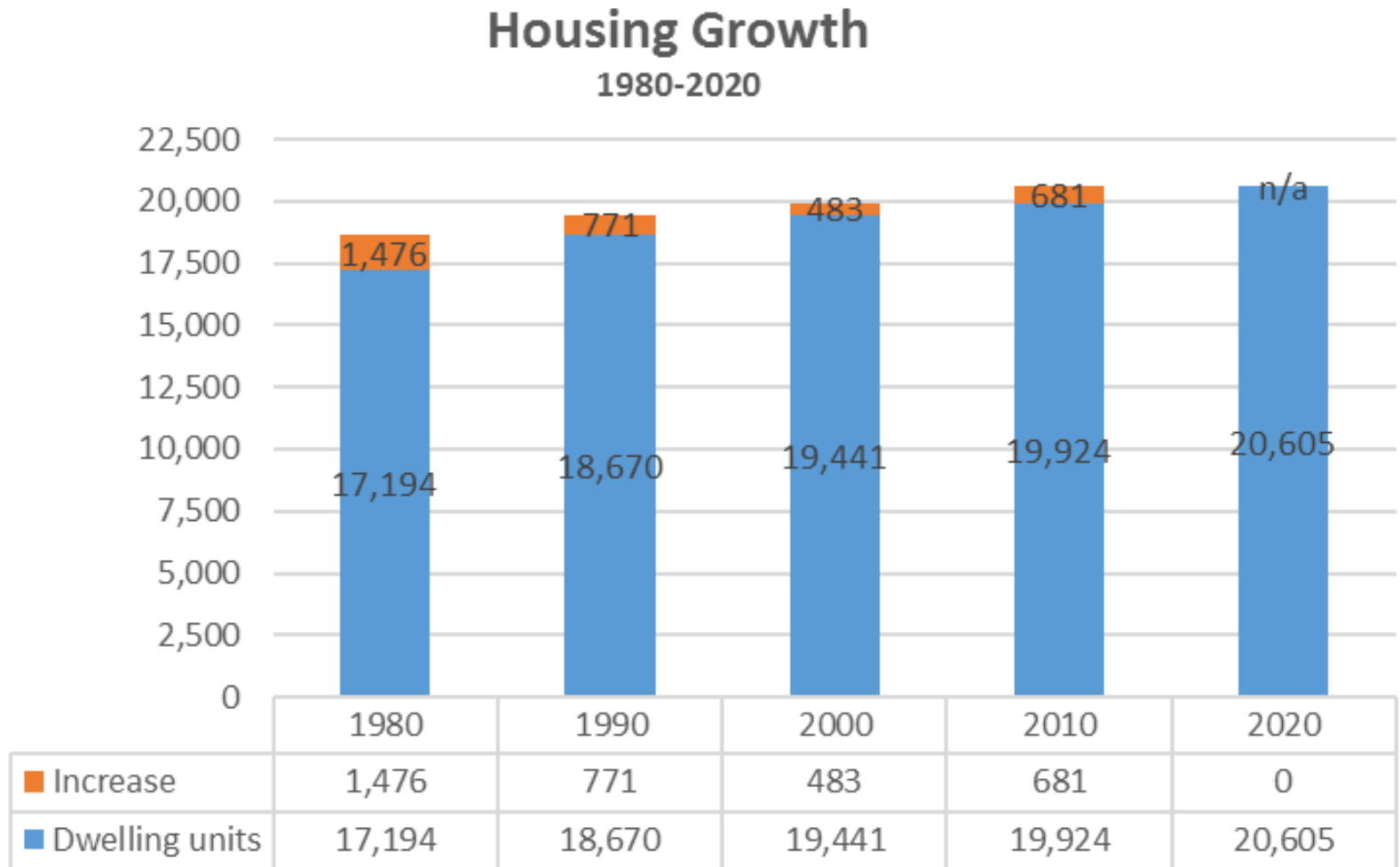
AFTER



951-1055 South Beach Boulevard



Housing Growth – Last 40 years



Loss of Redevelopment

☐ Redevelopment Tools

- ☐ Tax increment financing
- ☐ Economic blight
- ☐ Land-banking and site assembly

☐ Loss of Redevelopment in 2011

- ☐ Redevelopment funds transferred to the State of California
- ☐ Properties fair market value
- ☐ No “gap” financing

☐ Limited ways to structure deals – no financial incentives

☐ Leveled Playing Field



General Plan Implementation

☐ International Conference of Shopping Centers

- ☐ Harbor Freight

- ☐ Paris Baguette

☐ Building Relationships

- ☐ Black Bear Diner

- ☐ Raising Canes

- ☐ Hobby Lobby

- ☐ Trader Joe's

☐ Public Private Partnerships

- ☐ City Ventures

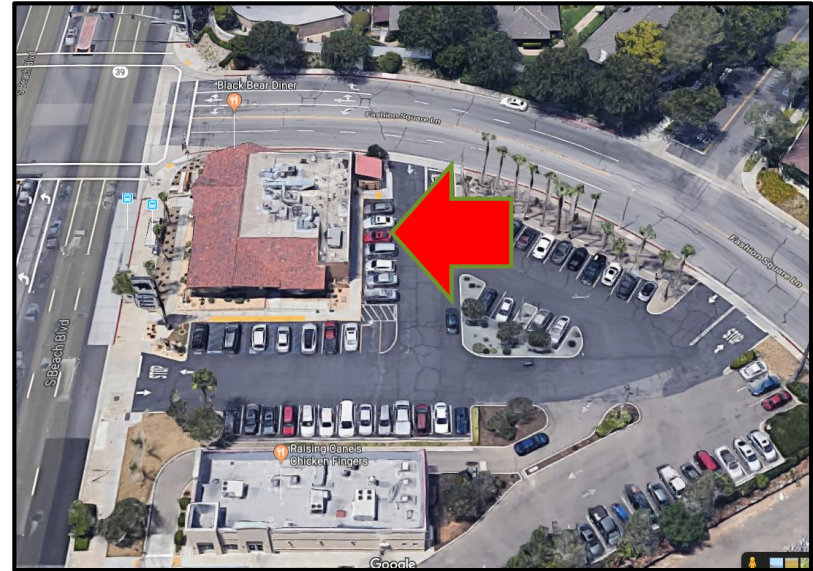
☐ Waiting for "Right Fit"

- ☐ Burch Ford



Black Bear Diner

- ❑ T.I. permit issued on 2-17-16
- ❑ 5,560 sf restaurant remodel
- ❑ Began operating on 8-2-16



1000 South Beach Boulevard



Northgate Market

- ❑ PC Approval on 6-27-16
- ❑ 48,593 sf market
- ❑ Began operating on 3-29-17



1231-1465 West Whittier Boulevard



Northgate Market

BEFORE



AFTER



1231-1465 West Whittier Boulevard



Kaiser Medical Office Building

- ❑ PC Approval on 1-25-16
- ❑ 28,294 sf medical office building
- ❑ Began operating on 7-20-17



601 East Imperial Highway

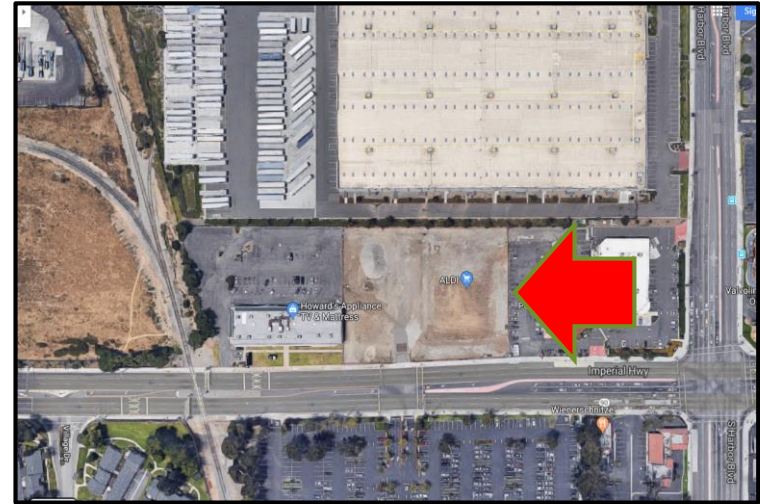


Aldi

- ❑ PC Approval on 11-14-16
- ❑ 18,783 sf market
- ❑ Began operating on 1-17-18

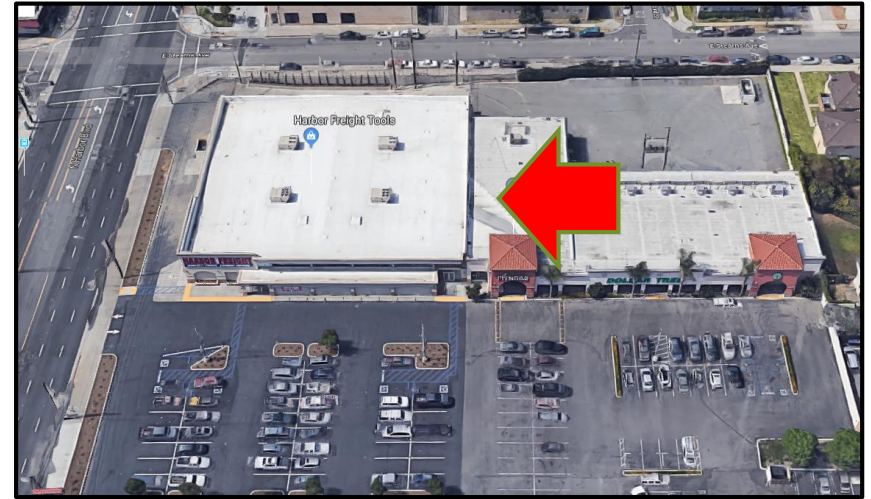


1001 East Imperial Highway



Harbor Freight

- ❑ PC Approval on 1-9-17
- ❑ 22,297 sf remodel
- ❑ Began operation on 4-18-17

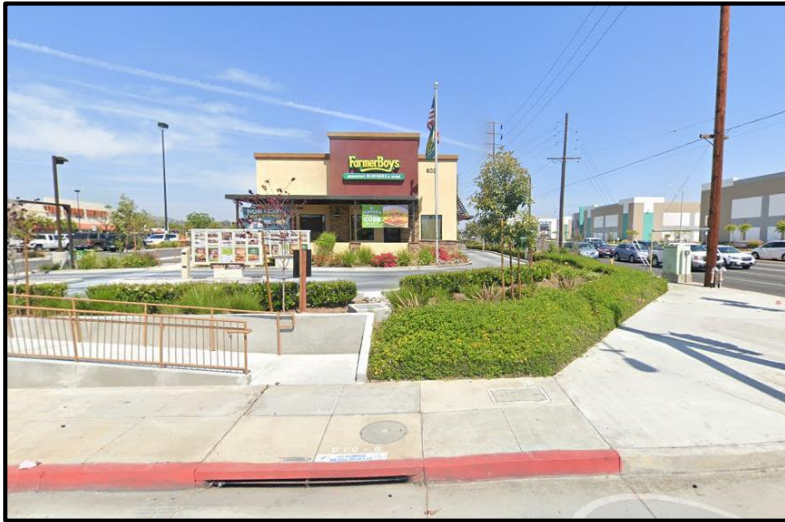


250 North Harbor Boulevard

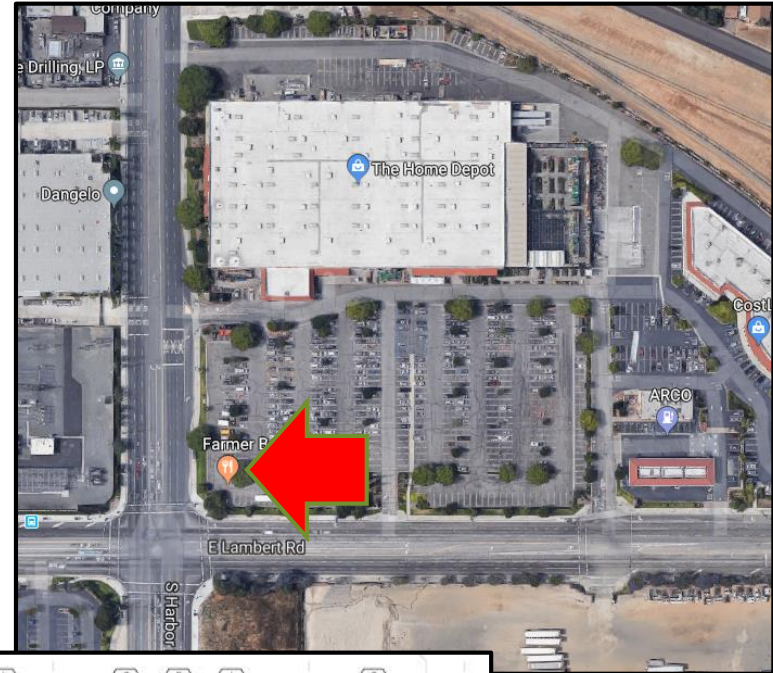


Farmer Boys

- ❑ PC Approval on 2-13-17
- ❑ 3,200 sf drive-thru
- ❑ Began operating on 6-18-18

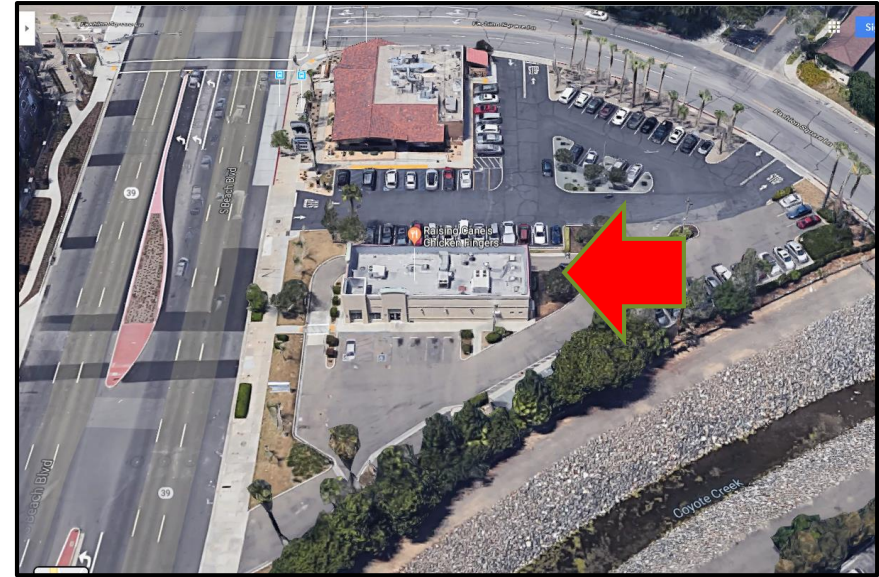


602 South Harbor Boulevard



Raising Cane's

- ❑ PC Approval on 5-8-17
- ❑ 3,197 sf restaurant remodel
- ❑ Building permit issued on 8-18-17
- ❑ Began operating on 2-13-18

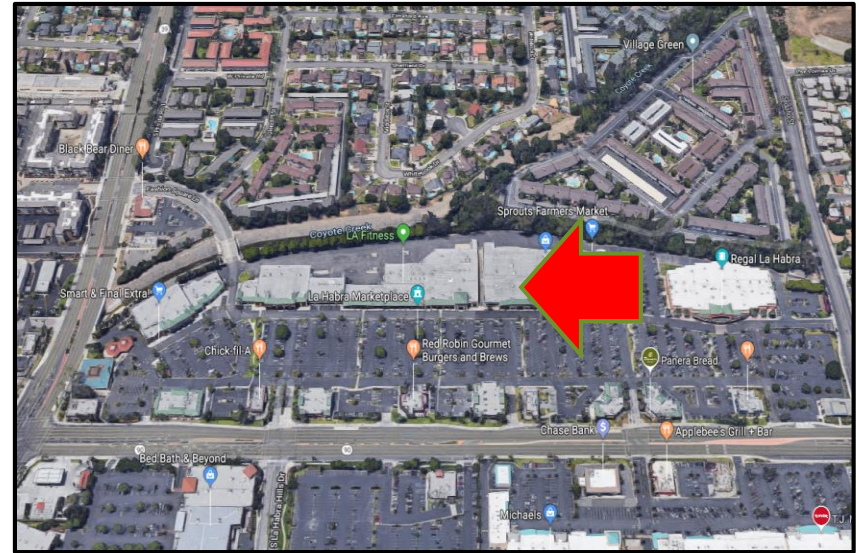


1050 South Beach Boulevard



Hobby Lobby

- ❑ T.I. permit issued on 6-23-17
- ❑ 43,812 sf remodel
- ❑ Began operating on 6-15-18



1531 West Imperial Highway



Trader Joe's, Burlington & CVS

- ❑ Trader Joe's 79,100 sf open July 2019
- ❑ Burlington 43,874 sf open by November 2019
- ❑ CVS Pharmacy 16,837 sf open by Spring 2020



2101 West Imperial Highway



Monte Vista Development

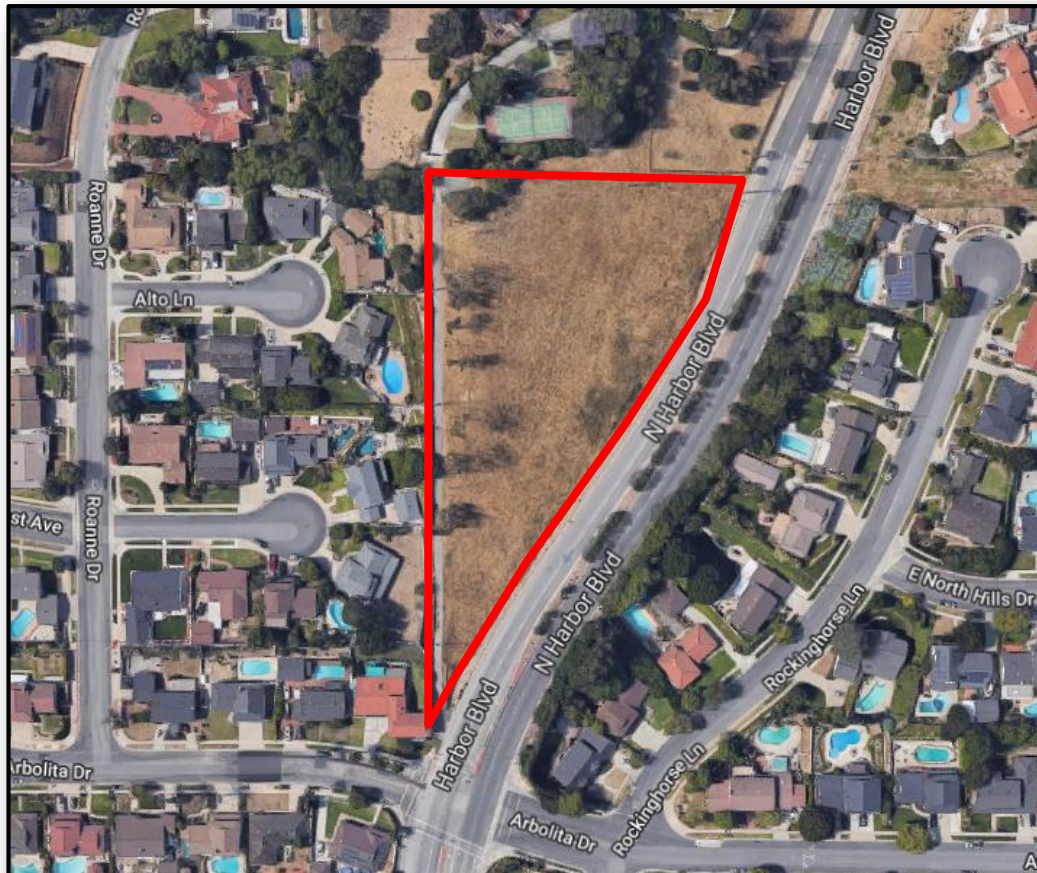


- ❑ 30 residential apartment units (3 units restricted to very low income families)
- ❑ Construction to begin December 2019



Harbor Boulevard Development

- ❑ 7 Single Family Homes
- ❑ Construction to begin January 2020 (Approx.)



The Row on Harbor

- ❑ Façade Improvement and Parking Lot Improvement
- ❑ 15 Commercial Suites (5 Restaurant uses approved)
- ❑ Restaurants to be operational by January 2020

1450-1478 South Harbor Boulevard



3D CONCEPTUAL RENDERING
OF PROPOSED FACADE REMODEL



New Industrial

600 East Lambert Road



- ❑ 9,900 sf industrial building (Infinity Metals)
- ❑ Construction to begin Spring 2020 (Approx.)



La Quinta Inn

701 East Imperial Highway



- ❑ 4-Story, 91 Guest Rooms
- ❑ Outdoor swimming pool, fitness center, great room and a bar
- ❑ Construction to begin January 2020



La Habra Marketplace

- ❑ 7,500 sf commercial building with 4 suites and an integrated drive-thru
- ❑ Starbucks drive-thru operational by Spring 2020



PROPOSED NORTH EAST ELEVATION

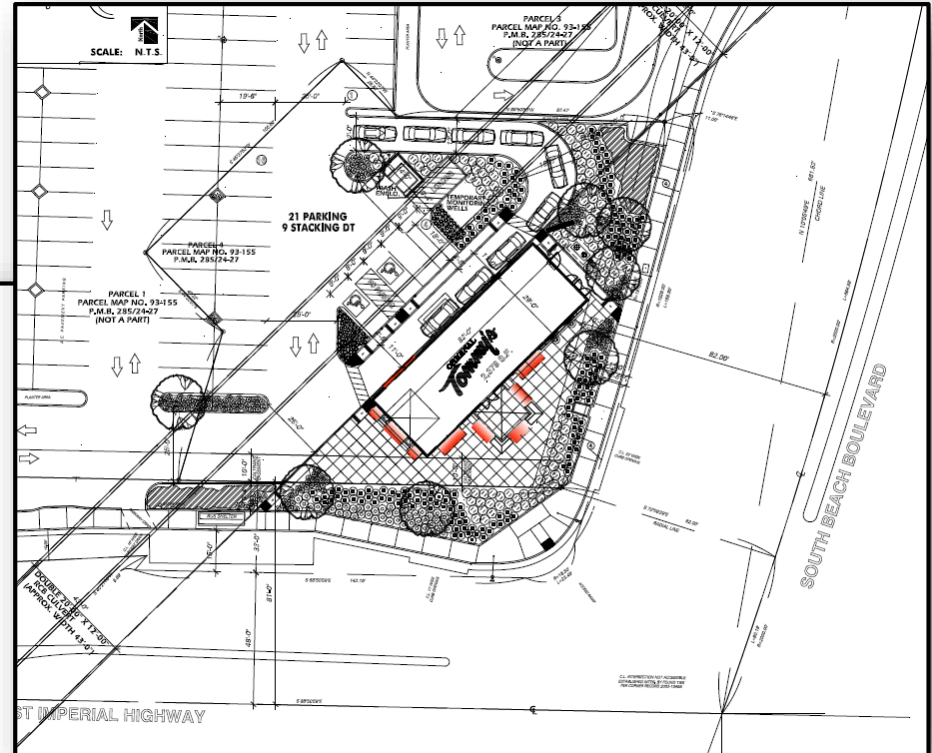


Tommy's Hamburgers

- 2,378 sf drive-thru
- Operational by Spring 2020



NT ELEVATION FACING IMPERIAL HWY
SCALE: 1/4"=1'-0"



Impact

❑ Property Tax

2800 Beach



Valentia

❑ Sales Tax

Sports Authority



Hobby Lobby

Ranch House



Black Bear Diner

Kentucky Fried Chicken



Raising Canes

Big Lots



Harbor Freight

❑ NET GAIN + \$208,000



Summary of New Developments Since 2014

- ❑ 557 Residential Units
 - ❑ 144 Townhomes
 - ❑ 48 Single family homes
 - ❑ 365 Apartment units (335 luxury apartment units)
- ❑ 91 Room hotel
- ❑ 89,923 Square feet of new commercial
- ❑ 9,900 Square feet of new industrial
- ❑ 28,294 Square feet of new office
- ❑ 2 Shopping centers with complete building rehabilitation (101,141 sf total)
- ❑ 5 Commercial buildings rehabilitated (123,459 sf combined)



Relentlessly Competing



Super Savings, Super Selection!



Relentlessly Competing

